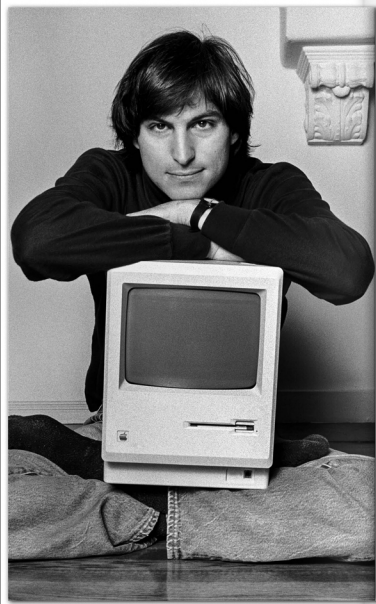


Make something wonderful

*Words by Steve Jobs
Town Hall Meeting, Building 2 A
January 21, 2008*



There's lots of ways to be as a person.

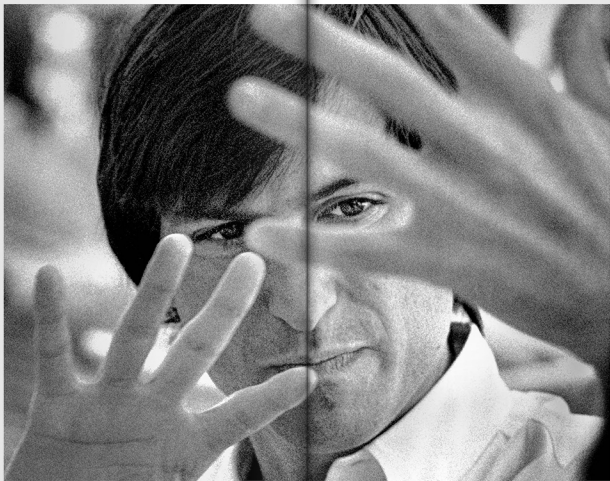


And some people express their deep appreciation in different ways.



But one of the ways,
that I believe people express
their appreciation to the rest of humanity







is to make something wonderful.

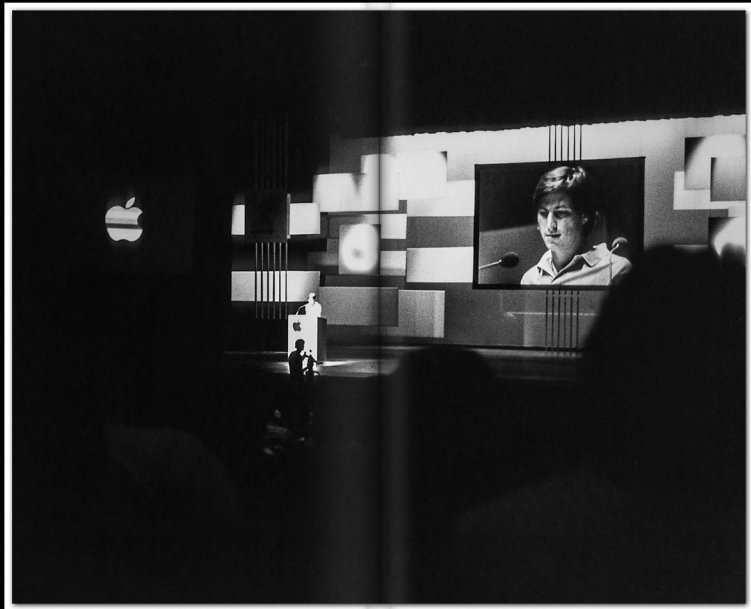


And put it out there.

And you never meet the people.

You never shake their hands.

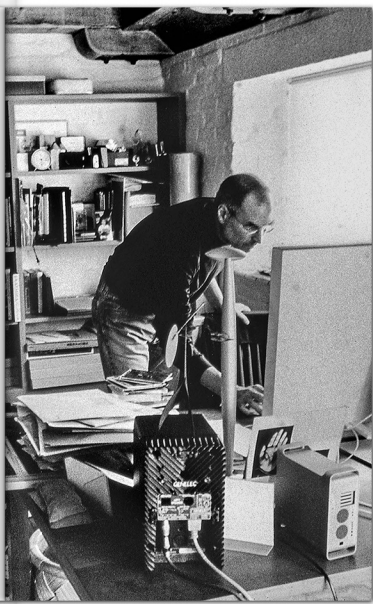






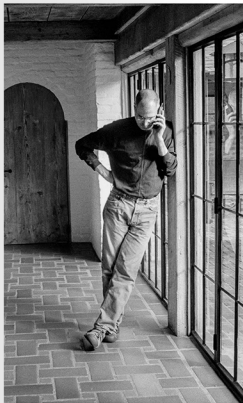
But somehow in the act of making something
with a great deal of care and love,
something's transmitted there.

It's a way of expressing to the rest
of our species our deep appreciation.



So we need to be true to who we are
and remember what's really important to us.





That's what's going to keep Apple, Apple.

That's what's going to keep us, us.



10.23.17
Infinite Loop 4 (IL4) building